HILL AND KNOWLTON, INC.

Confidential for Members — PR No. 35-60

INFORMATIONAL MEMORANDUM — September 7, 1960

Subjects: (1) Proposed "Commonsense Book of Smoking"
(2) Promotion of "Tar Gard" Cigarette Holder
(3) Fourth National Cancer Conference, September 13-15
(4) Canadian Medical Association Position on Smoking

(1) Leon D. Adams, West Coast (San Francisco area) author of the recently published "The Commonsense Book of Drinking" (David McKay Company, Inc., New York), is planning to write "The Commonsense Book of Smoking." Discussions with him when he was recently East brought out that he has begun to collect material and expects his research may take a year or longer. He has since requested considerable material on the industry. Adams has a reputation as a sound writer and a meticulous researcher "who checks everything from 'A' to 'izzard.'" He said he planned to go to many sources, including the tobacco companies, in preparing for the book. His book on drinking touches on many aspects of alcoholic beverages and drinking, including some of the "scare" stories about alcoholism. He has written that he is "biased for freedom of the individual to do, eat or drink whatever he chooses -- so long as he does not thereby harm or greatly annoy others." He said this is his attitude toward smoking, too. (He smokes a pipe.) Adams also wrote "The Commonsense Book of Wine." He has asked only for assistance in getting information. Neither his "Drinking" nor his "Wine" book was underwritten, as far as we know.

(2) Some advertising but few published stories have been given "Tar Gard," a cigarette holder made by Tar Gard Laboratories, Inc., San Antonio, Texas. A publicity effort in Washington recently sought to feature presentation by Lizabeth Scott, an actress, of a $1,000 check to John H. Teeter, director of the Damon Runyon Memorial Fund for Cancer Research. The company principals say they have pledged 50 percent of profits to this fund. The holder is described as one that "filters 80 percent of harmful high temperature tars from cigarette smoke." Publicity says advertising copy features quotations from John R. Heller, former head of the National Cancer Institute and now president of Memorial Sloan-Kettering Cancer Institute, and from Dr. E. L. Wynder "who has said 'The greater the tar reduction in smoke, the greater the reduction in the risk of lung cancer.'" (Note: This quotation was also used in limited advertising in Canada for a filter-tip brand of cigarettes a couple of years ago.)

(3) The Fourth National Cancer Conference, sponsored by the American Cancer Society and the National Cancer Institute, in Minneapolis, September 13-15, has scheduled several speakers and sections that relate to the smoking-lung cancer issue. Dr. Michael Shimkin of NCI is the opening speaker. Tuesday afternoon has a session on "Cancer of the Lung," with Dr. Alton Ochsner as chairman. Other participants include Dr. Dean Davies of ACS, Dr. Oscar Auerbach, Dr. Richard Overholt, and Dr. James J. Nickson, the latter a radiologist at Memorial Center.

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Other sections include: "Cancer in the World Around Us," with Dr. John Heller as chairman, Dr. Abraham Lilienfeld on "Smoking and Other Habits," Dr. Lester Breslow on "Air Pollution," and "Cancer Control," with Dr. Heller as chairman and Dr. David Wood, former ACS president as participant, and Dr. Emerson Day of Sloan-Kettering, E. Cuyler Hammond of ACS, and Dr. Lewis C. Robbins, NCI's liaison on smoking-lung cancer activities, as panelists.

(4) An anti-smoking report, which could lead to an educational campaign, was submitted by the Committee on Public Health and adopted by the General Council at the Canadian Medical Association's 1960 annual meeting recently.

The report was referred to the incoming Committee on Public Health "to study and bring in a recommendation with regard to an educational campaign that may be necessary with regard to cigarettes and lung cancer."

The report refers briefly to some of the reports that "point to a relationship between cancer of the lung and cigarette smoking." It then mentions that there are other factors being studied. Reference is made to an "impression" that a relationship exists between smoking and other lung ailments and coronary disease.

The report then concludes as follows:

> "The Committee is very skeptical of the ability of the medical profession to alter such an entrenched habit but feels that it is the duty of doctors to point out to their patients that these close relationships exist, in the hope that moderation in the use of tobacco will result. This seems to be especially pertinent when advising young people who often take up the habit of smoking without being fully aware of possible consequences."

Hill and Knowlton, Inc.
Public Relations Counsel
150 East 42nd Street
New York 17, N.Y.

cc: Tobacco Institute and TIRC Members
Public Relations Representatives
Legal Representatives
Community Relations Committee

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